

GBC Operational Unit Assessment Guide

(Student Services Departments, Academic Departments, Administrative Services, and Other Support Units)

Mission	<i>What is your primary purpose? Who are your primary stakeholders? How do you serve them? Does your mission arise from GBC's mission? From your Division's mission?</i>					
Outcomes	Means of Assessment	Criterion for Success	Results	Actions Taken	Follow Up to Actions Taken	Other questions to consider
<i>What are the main functions of your office?</i> <i>What do you do to enhance the experience of students?</i>	<i>What methods do you use to collect data for analysis related to your outcome?</i>	<i>How do you determine whether or not you've achieved your outcome?</i> <i>What did you compare the data to in order to determine the success of your unit?</i>	<i>What is the summary of the data you have collected? How did you generate your results? What is your interpretation of the results?</i>	<i>What are you doing/did you do with your results to improve your success? When will/did you take those actions?</i>	<i>Later, after you implemented changes based on data analysis, how did the actions taken impact your program or area?</i>	<i>What other information could you include in your assessment report(s) to best represent your program(s) and the efforts you have made to implement quality improvements?</i>
<i>To which GBC Core Theme Objective(s) is this related? To which Division goal(s) is it related?</i>	<i>Surveys, Internal Tracking, IRE Data, Observation</i>	<i>Be specific and provide a number or percentage to serve as a target for judging success.</i>	<i>Did you meet your criterion?</i>	<i>How did you decide to change or modify your program or area?</i>	<i>Did the actions taken improve your program or area?</i>	

NOTE: *This information documents that GBC engages in an effective system of evaluation of its programs and services to evaluate achievement of clearly identified goals or intended outcomes as required by the Northwest Commission on Colleges and Universities for accreditation. When outcomes and their assessments are related to GBC Core Theme Objectives, it demonstrates ongoing systematic collection and analysis of meaningful, assessable, and verifiable data -- quantitative and/or qualitative -- as the basis for evaluating the accomplishment of its core theme objectives.*

Strategic Planning vs. Operational Assessment at GBC

	<i>Strategic Planning</i>	<i>Operational Assessment</i>
<i>Focus</i>	<i>Future Focused</i>	<i>Current Focused</i>
<i>Application</i>	<i>Higher, Over-arching, Goal-oriented</i>	<i>More Specific, Outcomes-oriented</i>
<i>Process</i>	<i>Directional Improvement</i>	<i>Continuous Improvement</i>
<i>Example Goal/Objective/Outcome</i>	<i>Example: Serve every rural county by 2020.</i>	<i>Example: Ensure seamless transition from prospect to applicant to admission to enrollment to graduation.</i>
<i>Actions or Results</i>	<i>What actions or resources are needed to move in a strategic or specific direction?</i>	<i>How well are we doing our business or serving our constituents? How do we know? What do we do to improve what we do?</i>
<i>Example Actions or Results</i>	<i>Example: Put into place a budget, personnel, and programs to serve Blank County by 2015.</i>	<i>Example: Every prospective student knows how to apply for admission and financial aid and has the opportunity to do so during the first contact.</i>
<i>Level of participation</i>	<i>Institutional planning; facilities planning; budget planning; higher-level divisional planning</i>	<i>Departmental, area, and functional operational planning and assessment of those operations</i>